

# THE Lubbock

*"The People  
Picture Publication"*

## ENTERTAINER

August 1985

VOL. 1 No. 6



### **People Picture Showcase**

*Features Feria de las Flores  
Little Joe, Laura Canales,  
& Isidro Lopez Presentations*

### **Mi Tequila**

*El Orgullo de Lubbock*

### **Majesta's**

*New Beat in Town*

### **Mexican Independence**

*Fiestas Slated*

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## La Feria Del South Plains Ya Viene!

La Feria del South Plains, sponsored by KTLK and LULAC Council 263, has been scheduled for Saturday, August 31st and Sunday, September 1st.

The two day event, expected to attract popular Texas entertainment acts, will feature fun, food, and excitement beginning at 1:00 p.m. Saturday and 12:00 noon Sunday.

The event will commemorate the Labor Day Holiday this year. All proceeds will go to fund LULAC's community action programing.

For additional information regarding food booth rentals contact LULAC member Olga Riojas at 763-3841. KTLK's Ricky Benavidez of 793-5322 will provide information regarding entertainment schedules.



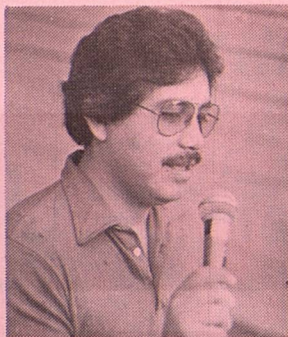
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## Mi Tequila *El Orgullo de Lubbock*

by Leandro Rivera  
The Lubbock Entertainer

*Mi Tequila*—recognized for their excellence in music composition by such entities as the Avalanche Journal, the Comerciantes Organizados Mexico Americanos (COMA), and the Tejano Music Awards—has for the longest time shared the distinguished title of *Lubbock's Pride-El Orgullo de Lubbock*.

Four of the original members who still perform with *Mi Tequila* today set out to pursue a dream. A dream which by illustrating and sharing their love for music was to promote and win recognition for Lubbock in *La Onda Chicana* music industry throughout the country. As early as 1974 these four members—Richard Martinez, Damian Gilbert Esparza, Jr., San Juan Lopez, and Frank Reyna—began laying the framework with a group titled *La Fuerza* which was at that time based in Lamesa, Texas. In 1977 the "front four" regrouped and based the band in Lubbock under the title of *Nuestra Tequila*. A year later in '78 the group became *Mi Tequila* and has operated as such ever since for the past eight years.

While many groups have come-and-gone, *Mi Tequila* has managed to survive the dozens who have passed them by and failed. The band is noted for and respected highly by promoters all over for their longevity and their consistency in the music business. This longevity also accounts for the consistency in sound and style the group is most widely known for.

Damian Gilbert Esparza, Jr., the lead singer for the band, is the person responsible for that distinctive voice that has established the sophisticated character of the group ever since it's beginning. While other vocalists have passed by, Damian always remains to maintain that stylish image of the group. Incidentally, we must commend Damian for his outstanding display of loyalty, devotion, and commitment to the group. Damian lives in Lamesa and has been sacrificing time and energy traveling approximately 120 miles round trip for rehearsals at least twice a week. Damian has been doing so for the past nine years. Other individuals contributing to the group's unique style are Richard Martinez, rythum section director, and S. J. Lopez, brass section director/songwriter. With their combined efforts, *Mi Tequila* continues to maintain their distinctive sound. Not to mention the fact that Frank Reyna's enthusiasm continues to motivated and hold the elements of *Mi Tequila* together.

The group released it's first recordings in 1979. "Te Voy Olvidar," a ranchera written by Juan Gabriel, and "El Cobron," a cumbia, both recorded at Don Caldwell's studios in Lubbock were first released on DeCarlos Records and later reproduced in their first album, *Mi Tequila '80*. *Mi Tequila '80* was recorded and distributed by Joey Records in San Antonio. "Te Amo," a ballada, and "Botella Envenenada" became their second 45 rpm single release. Their second album *Deja Estrecharte en Mis Brazos* followed in '81 on Freddie Records from Corpus Christi. The band's third album, *Mi Tequila* was recorded and released in '83 on ZAZ Records in San Antonio. The album featured the songs "Imposible" written and composed by band member S. J. Lopez and "Por Mi Tequila" written by former member Rudy Torrez. "Por Mi Tequila" earned a nomination to *The Tejano Music Awards* this year in San Antonio which highlighted the top Hispanic artists in *La Onda Chicana* throughout the state. The nomination earned *Mi Tequila* the distinguished honor of becoming the first West Texas Hispanic artists nominated to the event. The incident no doubt gained statewide fame and recognition for the Lubbock group.





The recording that continues to ride at the top of the band's most requested song list is "Rodo" from the first album release, *Mi Tequila '80*.

The band's live performances although concentrated mostly in West Texas includes such cities as Dallas, Midland, Odessa, San Angelo, Amarillo, Sonora, Big Springs, Del Rio, Pecos, Fort Stockton, and others. They have traveled to such states as New Mexico, Colorado, Nebraska, and Kansas. As Frank Reyna, spokesman for the group, illustrated their extensive travel he quoted, "We even visited Mexico during our engagement in Presidio, Texas."

The band performed with the legendary Sunny Ozuna in 1981. The group performed with Sunny in some instances as *Sunny and the Sunliners* for six consecutive months that year beginning in January and ending in June. As Frank Reyna explains the band's affiliation with Sunny, he emphasizes, "We learned a great deal from Sunny. He taught us to become versatile in styles of music. He shared his music with us while we learned a style which was much different from ours. The band would warm up each performance as *Mi Tequila* and when Sunny made his feature appearance we would automatically become *The Sunliners* in an instance." *Mi Tequila* participated as Sunny Ozuna's back-up band at that time in a West Texas Caravan promotion which included other artists such as Joe Bravo, Freddie Martinez, and Roberto Pulido.

Since their beginning, *Mi Tequila* set out to establish themselves as professionals which in essence means *service for pay*. Their benefit performances or freebies have been limited. The group's policy in terms of donated presentations is confined to church related activities such as jamaicas. And even then someone better give them each a tamale or two.

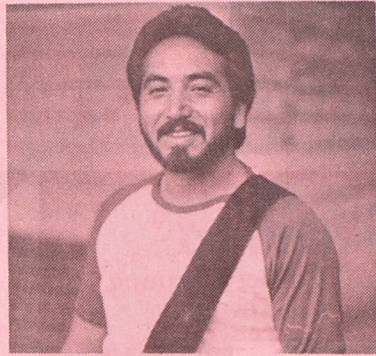
*Mi Tequila* is presently rehearsing original compositions for their projected fourth album release. Negotiations are underway to attract Top Hit (T.H.) Records for the production. Pursued benefits include a share in expenses for the production and promotional printed materials such as posters, pictures, etc.

The present members of *Mi Tequila* are as follows: Damian Gilbert Esparza, Jr.—vocals and accordionist; San Juan "S.J." Lopez—trumpet, songwriter; Richard Martinez—guitarist/rythum director; Frank Reyna—trumpet/assistant manager; Ruben "Kabuki" Sandoval—drummer; Raymond Salazar—bass guitarist, back-up vocals; Emilio "Chale" Arguello, Jr.—keyboards; Johnny Salazar—alto sax/vocals; and Joe Mendez—trumbone/trumpet, back-up vocals.

The band's road crew consists of Augustin "Augie" Gutierrez, Juan Zavala, and Benny Hinojosa.

The most recent appointment to the group is Mr. Johnny G. Gutierrez, Manager.

Unlike other groups in West Texas, *Mi Tequila* has managed to survive eight years as an independent self-sustaining entity without strong outside financial support. They have produced records and tapes which have earned them airplay in various spanish radio stations throughout the country and perhaps gained fans who long to see them perform live someday. *Mi Tequila* has definitely made an impact for Lubbock in *La Onda Chicana* music industry. As you can see they are definitely something to be proud of. They are truly worthy of that title they solely earned for themselves—*El Orgullo de Lubbock*.



Page 4 photos: (Top left to right) Johnny Salazar & Ruben Sandoval. (Middle left to right) Charlie Arguello & Joe Mendez. (Bottom) S.J. Lopez.

Page 5 photos: (Top) Richard Martinez. (Middle left to right) Raymond Salazar & Frank Reyna. (Bottom) Damian Gilbert Esparza, Jr.



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## Majesta New Beat In Town



by Leandro Rivera  
The Lubbock Entertainer

The newest beat in town is coming from *Majesta*. *Majesta*, the spanish translation for *Majesty*, is the greatness and show of power from a king or queen.

The group is made up of experienced musicians. I'm sure these names will ring a bell or two to most of you if their faces haven't yet. Each one of these guys have been in circulation in West Texas for over thirteen years plus. Their names are as follows: (left to right/top row) Brothers Joe Villela-guitarist, and Robert Villela-bass guitarist. (Left to right/bottom row) Lorenzo "Lencho" Torrez-drummer, Ray Valdez-accordionist, and Willie Ramirez-keyboards and lead vocalist.

The group is available for immediate work. With their unique blend of synthesized and accodian music they will deliver your favorites from such groups as Majic, Joe Posada, David Marez, Ternura, and many others.

These guys are suitable for every budget. No job too big nor too small. You can reach them by contacting Joe or Robert Villela at (806) 763-9182. Add a little *Majesty* to your next ocassion.

## Plans for Mexican Independence Celebration are Underway

The annual Fiestas del Llano, celebrating Mexican Independence this year has been scheduled to commence September 13th thru 15th at the Lubbock Memorial Civic Center.

Festivities scheduled for the event beginning Friday the 13th includes the ballet Folklorico from Tamaulipas, Mexico; the Folklorico Mexicano dance troupe directed by Sophia Bennett; the Artes de Mexico dance trio directed by Ariel Fernandez; a performance by Texas Tech University Group under the direction of Rudy Alvarado; the Texas Tech German dancers directed by Randy Kirk; and the Blue Grass Band from South Plains College. In addition Ronald McDonald will be presented, and Senorita Fiestas Pageant will be conducted for the event. The traditional Mexican Independence Parade celebration is scheduled for 10 a.m., Saturday, September 15th.

The first meeting of booth vendors featuring authentic Mexican cuisine and international arts and handicrafts is scheduled for 7 p.m., August 14th, at the Community Room of the Mahon Library. For additional information regarding reservations and availability of booth space contact Delores Martinez at 793-1829.

Entries are being accepted for the Senorita Fiestas Pageant. Contestants must be of Hispanic descent between the ages of 17 and 24, and must be enrolled or planning to enroll in a university. An entry fee of \$25 is required. Deadline for all applications is August 25th. A \$500 scholarship has been allocated for the winner of the event. Marina Garcia at 744-6127 will provide any additional information after 5 p.m.

Entries for the parade are encouraged in four categories; non-profit, military, youth, and commercial. The commercial entry requires a \$25 fee. Irene Soto will provide additional information at 765-8422.

Mrs. Maria Luisa Mercado of 747-5238 and Mrs. Jo Love Nelson of 747-6491 are readily available for any additional information and or questions.

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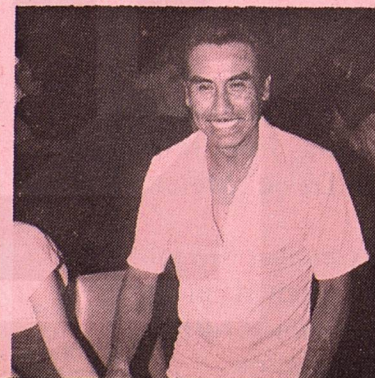
# LUBBOCK PEOPLE PICTURE SHOWCASE



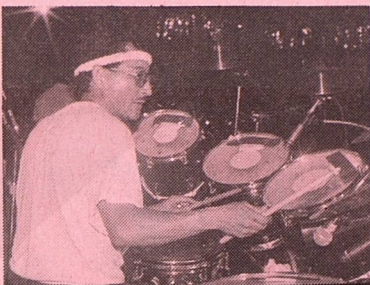
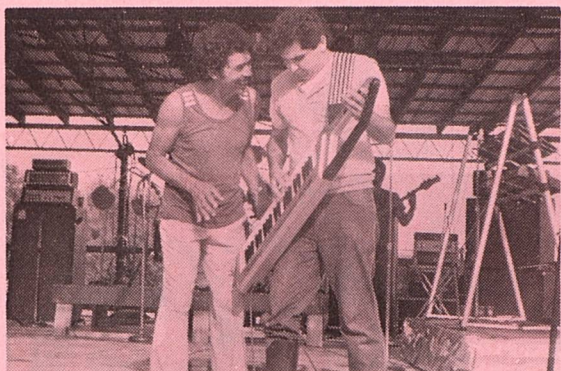
(Top Left) Veteran musicians Ray Valdey and Joe Villela launch off their new group - Majesta. (Top right) staff members of the studio of Hairdesigners want to see what your hair looks like today. (Lower right) Joe Martinez, Director of Martinez Records encourages West Texas recordings and is readily available for mixing services.



Isidro Lopez, "El Indio,"(left) and Laura Canales (middle upper row) were among the featured presentations of La Feria de las Flores in Austin last month. (Upper right and lower left) Members of the group, Astros de Tejas provided entertainment for the Ramon Martinez (lower middle) Birthday celebration earlier this month at Che Che's Ballroom. Betty Ramon (lower right), member of el "Duetto Cariño" will soon be providing entertainment for West Texas.







(Upper Left) Shorty Ortiz and Corvette keyboardist, Frank Davila enjoy their premiere performance during their reunion this year at the Feria de las Flores Festival last month in Austin. Other performers of the festival included Enrique Reyes (upper right) and Melinda Hernandez (lower left) as part of the Little Joe (lower right) and La Familia team.



(Upper middle) Ruby Saucedo displays a case of Lubbock Entertainer T-Shirt fever. Steve Silva professionally known as "Rat" catches a glimpse of the Lubbock Entertainer photographer while performing with Little Joe during the Feria de las Flores in Austin last month. Another featured act of the celebration was Laura Canales (left). The crowd photo (lower middle) is actually a party celebrating the birthday of Ramon Martinez earlier this month of CheChe's.



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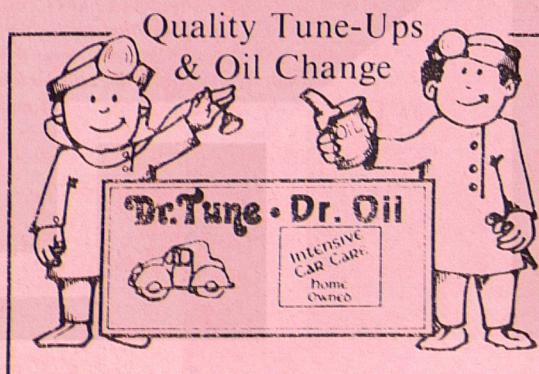
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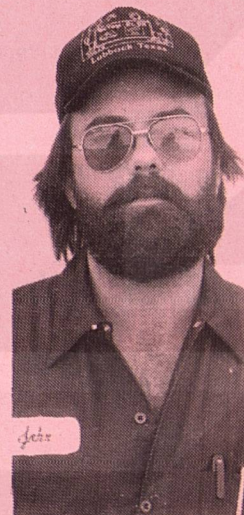
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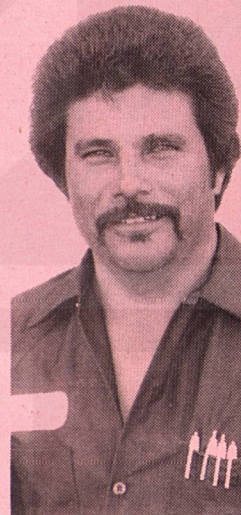
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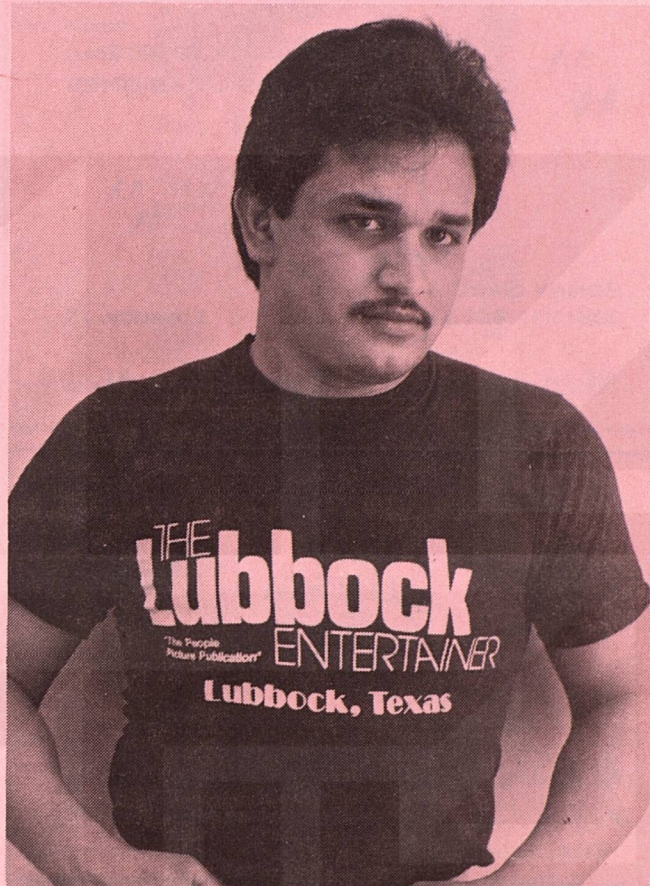
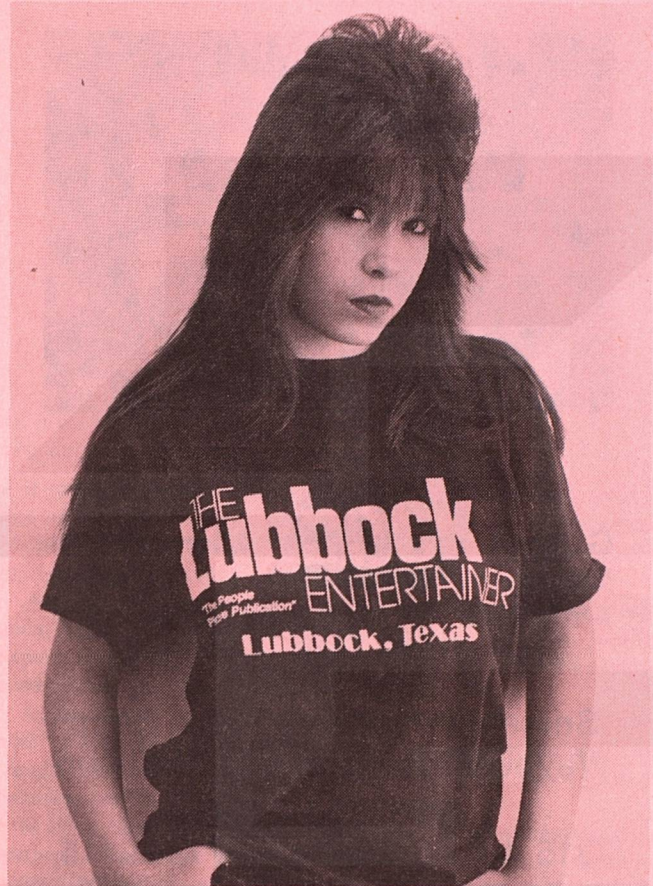
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Upper right photo: Augie Vargas. Lower right photo: (left to right) Cilia Vargas, Augie, & Sylvia Carbajal.

## Augie Vargas Brings Restoration Expertise To West Texas

by Leandro Rivera  
The Lubbock Entertainer

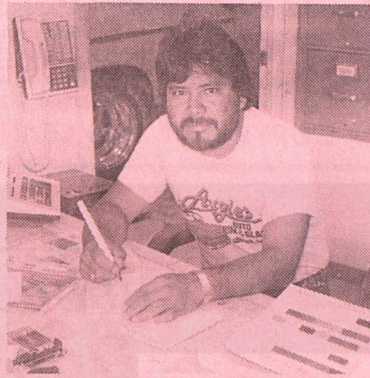
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Augie Vargas, owner of Augie's Auto Trim & Glass, is credited with 15 years experience in all phases of upholstery. He began his training in 1970 in Altus, Oklahoma where he received 4 years of technical training.

In 1975, Augie relocated to San Antonio, Texas and continued his learning experience an additional two years while installing convertible and vinyl tops for the Kustom Kar Kovers firm there.

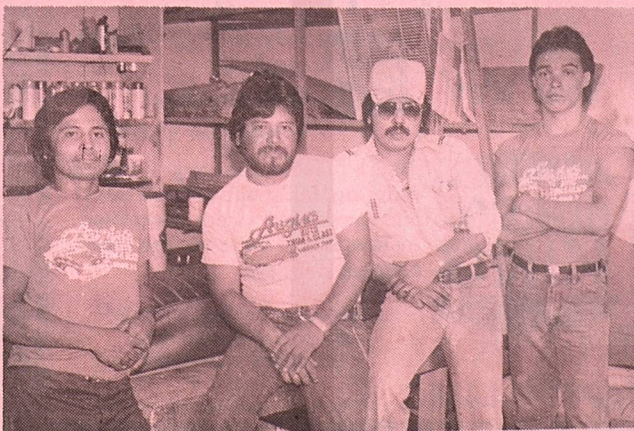
In 1977, he moved to Plainview, Texas where he acquired employment in aircraft upholstery. Augie remained employed at Hutcherson Airport for 5 years.



In 1983 Augie looked to Lubbock for his permanent homestead and decided to go into business for himself at what he knew best—upholstery. Augie and his wife, Cilia Vargas, teamed up to establish what is today Augie's Auto Trim & Glass and have just completed their first two years in operation. They have since been providing complete economical auto interior restoration and repair services to many satisfied customers throughout West Texas. Their services include restoring carpets, seat covers, vinyl tops, convertible tops, sun roofs, and practically all types of upholstery in existence. In addition Augie's offers auto body repair and paint. They specialize in custom and original designing.

If you've been meaning to repair that pinhole tear, cigarette burn, or old worn out seat cover long overdue wait no longer!

For information about repairing any upholstery simply call 762-5492 or visit Augie's Auto Trim & Glass. You'll find Augie and Cilia at their best at 1529 19th Street in Lubbock—your very own backyard.



Upper left photo: (left to right) Luis Vargas & Eden Ruiz. Lower left photo: (left to right) Ruben Vargas, Augie, Manuel Treviño, & Eden Ruiz. Lower right photo: (left to right) Cilia, Augie, & Sylvia.





**The Lubbock Entertainer, August 1985**

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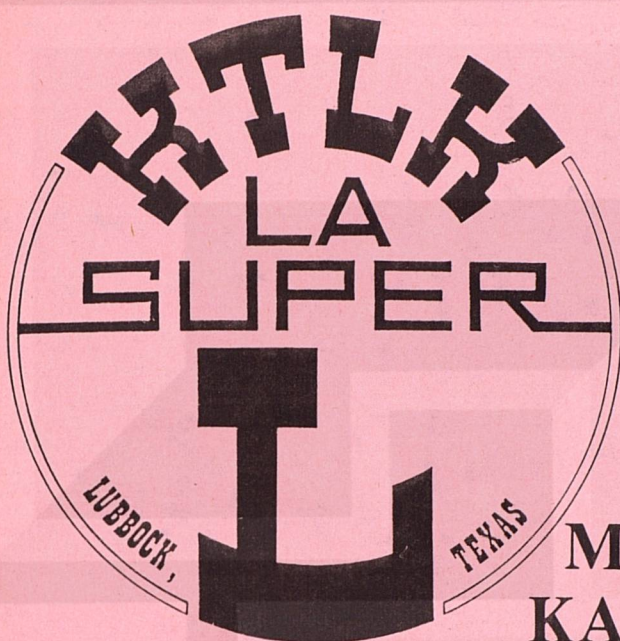
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### KTLK's *Mugsy Mania is Back!*

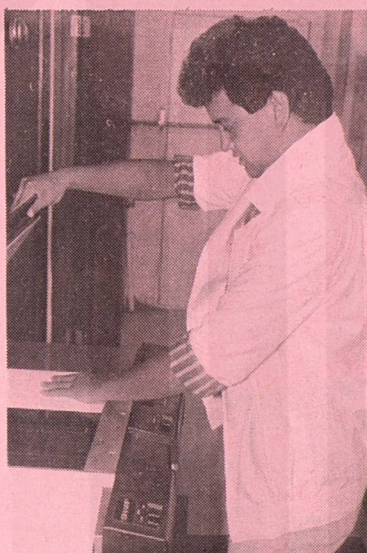
After a brief departure to El Paso, Alfonso E. Albilez, Jr., most widely known as "Mugsy" Alfonso Escobedo, developed a severe case of Lubbock fever and discovered he just couldn't stay away.

The twenty-year-old Mugsy Escobedo was born September 15, 1964 in San Antonio, Texas. He is the eighth of nine children in the family. He graduated from Burbank High School in San Antonio and studied drama at the San Antonio Community College.

Inspired by Mr. Lee Garza, host of the "Totally Tejano" Radio Program and coordinator of the Texas Talent Radio Network, Mugsy began his radio career at KVAR Radio in San Antonio approximately two years ago. Thereafter, he joined the Merkel-Abilene KMXO Spanish Radio staff. Later he transferred to Lubbock as an original staff member to Lubbock's KTLK Spanish Radio.

Mugsy Recently signed-up with KAMA Radio in El Paso but a promotion offer as Program Director for KTLK and the demand from Lubbock fans for his return provided the incentive for bringing back his "Mugsy Mania".

Mugsy Mania—"that Tex-Mex alegria spiced with a bit of craziness," is back! And you can only find it at KTLK Radio!



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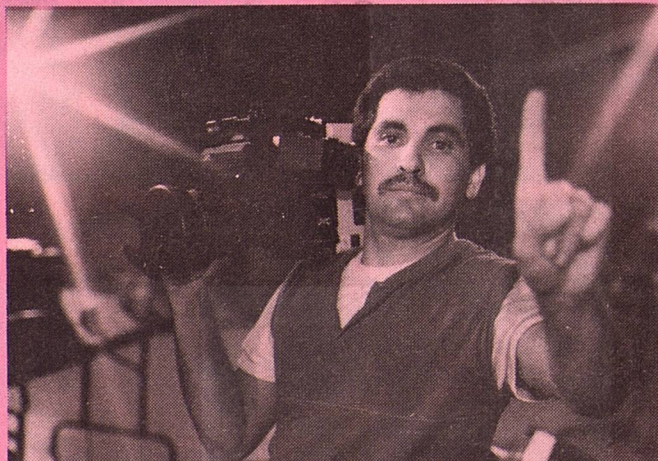
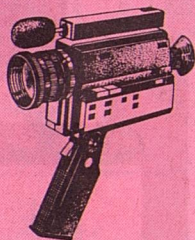
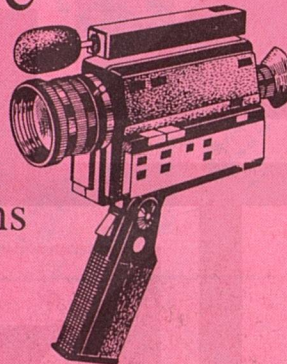
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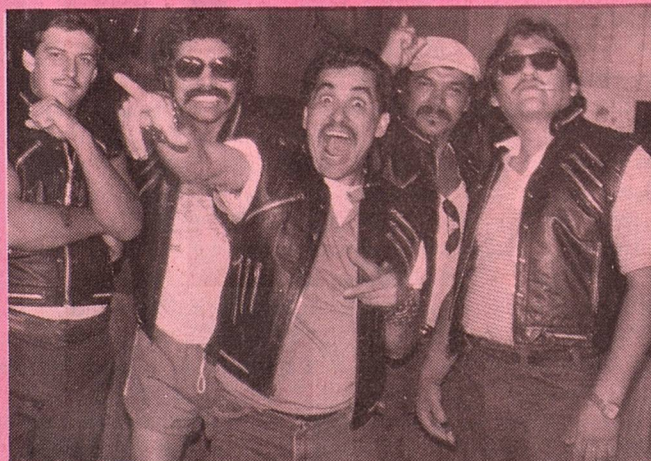
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(Left to Right) Freddy Galvan, Guadalupe (Shorty) Ortiz,  
Frank Davila, Albert Ortiz, and Julian Fernandez.

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